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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2595

January 29, 1993

NUTRITION EDUCATION -- USDA's Food and Nutrition Service (FNS) is conducting research that will be used to develop nutrition education for food stamp participants. Grants will be used to fund research that develops and tests the best methods to inform participants about nutrition and community education programs. To encourage state food stamp agencies to provide nutrition education, FNS reimburses 50 percent of the cost. Currently, nutrition education is an element in the plans of seven states. **Contact: Wini Scheffler (202) 305-2294.**

CHOOSE WISELY WHEN EATING OUT -- Eat fast foods as meals, not snacks. A 600-calorie lunch is reasonable; a 600-calorie snack is not. Choose roasted, baked, grilled or broiled menu items. They tend to have only half the calories of fried. If only fried items are available, remove the crust. At the salad bar pass by the regular salad dressings, bacon bits, Chinese noodles, and syrupy canned fruits. Pile on raw fruits and vegetables, hard-cooked eggs, and cottage cheese. It'll help remove the extra pounds gained during the holidays. **Contact: Connie Crawley (706) 542-8860.**

IMPORTS -- Canada and Mexico provided 25 per cent of all agricultural imports to the United States in 1992. Imports from Canada were up 22 percent, reaching \$3.9 billion. Most imports were animal and meat products, grains and feeds. Imports from Mexico fell 10 percent totaling \$2.3 billion. Declines in cattle, coffee and tomato shipments accounted for much of Mexico's drop. Third-place agricultural importer to the U.S. is Brazil at \$1.3 billion. **Contact: Thomas Warden (202) 219-0822.**

HEAVY SUPPLIES WILL HOLD DOWN PRICES -- Red meat and poultry supplies are expected to be record high this year due to a continuing expansion in pork and poultry. Prices will be dampened by the large supplies, but should be supported by a recovering economy and continued strong export markets. Overall, prices are expected to be about the same in 1993 as last year. Feed costs are expected to be lower due to large crops of feed grains and soybeans. **Contact: Leland Southard (202) 219-0767.**

NATURAL ENEMY OF THE BOLL WEEVIL -- A tiny wasp, Catolaccus grandis, has been proven to be effective against the boll weevil, one of cotton's worst pests. During a test of the insect at USDA's Subtropical Agricultural Research Laboratory, Weslaco, Texas, it eliminated 96 percent of the pests in a two-acre field. Adult boll weevils lay their eggs in cotton flower buds which drop to the ground. Catolaccus grandis seeks those buds and lays its eggs inside them. Relying on wasps, instead of insecticides, spares other beneficial insects that help to hold down populations of other insects. The next challenge confronting USDA scientists is perfecting a cost effective method of mass-reproducing the wasps. **Contact: Edgar King (210) 565-2423.**

COTTON EXPORTS -- Cotton was the only major export commodity to decline last year. Export volume fell 6 percent to 1.4 million tons as record foreign production reduced the U.S. share of world trade. Global cotton stocks rose faster than consumption, lowering prices. **Contact: Stephen MacDonald (202) 219-0822.**

GLOBAL CLIMATE CHANGE -- An information packet on global climate change is available from the U.S. Department of Agriculture's National Agricultural Library. The packet updates material originally offered in 1991. It includes reprints of articles supporting and rejecting the global change issue, a guide to information resources, and a directory of organizations involved with the issue. For a free copy of the Global Change Information Packet, send a request with a self-addressed mailing label to: Reference Section, Room 111, National Agricultural Library, 10301 Baltimore Blvd., Beltsville, MD 20705-2351. **Contact: Brian Norris (301) 504-6778.**

SPECIALS -- February is traditionally a month of price specials for canned vegetables. Canned peas are in heavy supply. Good supplies prevail for other major canned vegetables. Grocers often advertise their specials, offering an opportunity to consumers to stock their pantry. **Contact: Donna Montgomery (504) 388-4141.**

U.S. Secretaries of Agriculture

Norman Jay Coleman	Feb. 15, 1889 - March 6, 1889	Missouri
Jeremiah McLain Rusk	March 6, 1889 - March 6, 1893	Wisconsin
Julius Sterling Morton	March 7, 1893 - March 5, 1897	Nebraska
James Wilson	March 6, 1897 - March 5, 1913	Iowa
David Franklin Houston	March 6, 1913 - Feb. 2, 1920	Missouri
Edwin Thomas Meredith	Feb. 2, 1920 - March 4, 1921	Iowa
Henry Cantwell Wallace	March 5, 1921 - Oct. 25, 1924	Iowa
Howard Mason Gore	Nov. 22, 1924 - March 4, 1925	West Va.
William Marion Jardine	March 5, 1925 - March 4, 1929	Kansas
Arthur Mastick Hyde	March 6, 1929 - March 4, 1933	Missouri
Henry Agard Wallace	March 4, 1933 - Sept. 4, 1940	Iowa
Claude Raymond Wickard	Sept. 5, 1940 - June 29, 1945	Indiana
Clinton Presbe Anderson	June 30, 1945 - May 10, 1948	N. Mexico
Charles Franklin Brannan	June 2, 1948 - Jan. 20, 1953	Colorado
Ezra Taft Benson	Jan. 21, 1953 - Jan. 20, 1961	Utah
Orville Lothrop Freeman	Jan. 21, 1961 - Jan. 20, 1969	Minnesota
Clifford Morris Hardin	Jan. 21, 1969 - Nov. 17, 1971	Nebraska
Earl Lauer Butz	Dec. 2, 1971 - Oct. 4, 1976	Indiana
John Albert Knebel	Nov. 4, 1976 - Jan. 20, 1977	Virginia
Bob Bergland	Jan. 23, 1977 - Jan. 20, 1981	Minnesota
John Rusling Block	Jan. 23, 1981 - Feb. 14, 1986	Illinois
Richard Edmund Lyng	March 7, 1986 - Jan. 21, 1989	Calif.
Clayton Yeutter	Feb. 16, 1989 - March 1, 1991	Nebraska
Edward Madigan	Mar. 12, 1991 - Jan. 20, 1993	Illinois
Mike Espy	Jan. 22, 1993	Mississippi

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1860 -- Secretary of Agriculture **Mike Espy**, in an interview with **Brenda Curtis**, discusses a wide range of issues, from headquarters reorganization to international trade. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME # 1342 -- Shooting in the snow; cold and your camera; diet and death; food price outlook; new markets for U.S. foods. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1852 -- USDA news highlights; profile of the new Secretary of Agriculture; dairy outlook; a rice surprise; the "barter" system; alternative uses for CRP land. (Weekly reel of news features.)

NEWS FEATURE FIVE #1605 -- Fat loss equation; metabolic mystery; multiple-benefit research; "peanuts" from corn?; insect breeding stock. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tuesday, Feb. 9, crop & weather update; Wednesday, Feb. 10, U.S. crop production, world ag supply & demand; Thursday, Feb. 11, world ag/grain situation, world cotton situation, world oilseed situation; Friday, Feb. 12, ag resources. These are the **USDA** reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **DeBoria Janifer** reports on nutrition labeling of meat and poultry; **Dave Luciani**, Michigan State University, takes a look at the soybeans of today and tomorrow.

ACTUALITIES -- Sec. of Agriculture **Mike Espy** at his first news conference in Yazoo City, MS; **Jill Hollingsworth**, FSIS, on the outbreak of food poisoning in Washington State; USDA chief meteorologist **Norton Strommen** on the weather and crop situation; **Joel Greene**, ERS, on agricultural trade; **Leland Southard**, ERS, on livestock and poultry.

UPCOMING FEATURES -- **DeBoria Janifer** reports on the benefits of the purslane weed, and **Lynn Wyvill** reports on the national parasite collection.

EVERY OTHER WEEK -- Agriculture Update with anchors **Eric Parsons** and **Lori Spiczka**. 4:30 of USDA farm program information in news desk format with B-roll.

Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:30 a.m., EDT, and Mondays from 8 - 8:30 a.m., EDT.

OFFMIKE

A NEW NETWORK...is on the air. **Gary Wulf** (KZEN, Central City, NE) is providing programming on the Farm and Ranch Market Network. Delivered by satellite, the network offers 20 farm program segments a day using computer technology for broadcast of local spots. Also, Gary says that after several warm winters upper midwest producers are again learning to live with winter. 12 inches of snow on the ground is triple the usual amount.

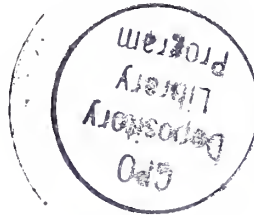
PRODUCER MEETINGS...are providing a lot of programming material, says **Jerry Urdahl** (WWIB/WOGO, Chippewa Falls, WI). National directors of a farmers organization gathered in Chippewa Falls under the theme "Profit for Agriculture." The Extension Service conducted a two-day seminar in late January for dairy producers. Its theme was "Maintaining Profitability." Jerry says his AM station (country formatted WOGO) recently added farm programming to its schedule for the first time. Its good to see 1993 begin with expansions in farm broadcasting.

Farm Broadcasters Letter



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Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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PANCAKES...from 8:30 to 10:00 a.m. Jan. 22 were a surefire lead-in to a no-till meeting hosted by the station, says **Jim Thoreson** (KWAT, Watertown, SD). Jim says about 600 farmers attended, any higher they would have had to thin the batter. 20 percent of the corn crop remaining in the field will stay there until spring. 12 inches of soft snow on the ground, and the poor quality of the crop, will keep producers out of the fields through winter.

FINAL CORN HARVESTING...was underway in January, says **Don Walters** (KGRE, Greeley, CO). Freezing temperatures ended the mud problem.

20th ANNIVERSARY...of National Agriculture Week is March 14-20, 1993. National Agriculture Day is March 20, the first day of spring. The annual observance is designed to help consumers understand that they have a stake in agriculture's future. Let us know if your station is planning special programming or events.

VIC POWELL 
Chief, Radio & TV Division